

“Plan for the future because that’s where you are going to spend the rest of your life.”

– Mark Twain

November 3, 2008

To All Americans:

Tomorrow, we will elect the 44th President of the United States during one of the most troubled economic periods in our history.

One of the top priorities of our new administration and our new Congress will be to wrestle with the ongoing financial crisis. It may be global in scope, but its effect is tragically personal. Too many Americans are losing jobs, homes, retirement savings and quite simply – confidence in the future. Collectively and collaboratively, we need bipartisan creativity and solutions to put Americans back on track.

The Financial Planning Association® (FPA®) represents more than 29,500 financial planning professionals who are dedicated to helping people come to terms with the crisis. We implore our next President and Congress to take this unprecedented opportunity to immediately correct inherent problems in America’s antiquated financial services system, with a sharp focus on protecting and serving the best interests of the consumer first in all financial advisory relationships.

Many people have lost faith in various sectors of the financial services industry. A recent study indicates that those with a financial plan feel more on track and confident with the focus of their future goals and dreams, even during market turmoil. Our members’ clients understand that objective and thorough professional financial planning serves as a road map through treacherous economic terrain.

Simply stated, we cannot invest our way out of the crisis, but we can plan our way through it.

Please consider the skills and knowledge of a competent and ethical financial planning professional who puts your best interests before their own. As your partner in financial planning for your family or your business, a financial planning professional can offer you objectivity and insight about all the financial decisions that affect your life goals.

To gain more insight on the value of financial planning and the resources offered by the Financial Planning Association, please go to www.FPAforfinancialplanning.org

*Respectfully,
The Members and Staff of the Financial Planning Association*

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